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the audience with a reading of a chapter from her "Mrs. Wiggs of the cabbage patch." The next reader was Mrs. George Madden Martin, who gave some account of her "Emmy Lou," and a brief reading from a chapter of her biography of that young person, now eminent in educational circles. Cale Young Rice then read a selection of his remarkable dramatic lyrics, including "The wife of Judas Iscariot" and "The mystic," in striking contrast with the characteristic reading by his wife, which had opened the evening. The last participant was Mrs. Annie Fellows Johnston, who instead of a reading from "The little colonel," made a captivating address to her library audience in pleasant protest against the exclusion of her books from some libraries of which she had heard, and a delightful defense of "Prince Charming" as a natural and necessary element in books for girls. The good humor and the good taste of this clever bit of literature were cordially enjoyed.

These readings were interspersed by music, largely by Louisville composers, played and sung by Louisville artists and effectively complementing the authors' readings. The musical numbers included the singing by Miss Flora Marguerite Bertelle of "A perfect day," (words by Jean Wright Swope and music by Mildred J. Hill) and "Pierrot," music by Mrs. Newton G. Crawford, Mrs. Crawford being at the piano. Charles J. Letzler gave a violin solo, "Romanza," by Patrick O'Sullivan, with Mr. O'Sullivan at the piano. Clarence E. Wolff sang "Duna," music by

Josephine McGill, and "O, Mother-Mylor," music by Carl Shackleton, with Miss McGill at the piano. The recitative and air from "Lady of the lake," arranged for 'cello solo with viola obligato by Karl Schmidt, was rendered by Mr. Schmidt on the 'cello and Charles J. Letzler on the violin, with Mrs. Schmidt at the piano. The program was brought to a close by the singing of "The Star-spangled banner" by the audience, led by Miss Bertelle.

The literary portion of the evening was concluded by the reading of a number of letters and telegrams in brief and the presentation of a communication from the veteran editor of the *Louisville Courier-Journal*, Henry Watterson. Mr. Watterson's regret at his enforced absence was certainly shared by all present. After this Mr. Bowker, speaking from a stage box and addressing President Brown in the opposite box, moved a vote of thanks, saying substantially that it would not be right to omit thanks to Louisville for the most remarkable reception which the American Library Association in its wanderings of forty years had ever enjoyed.

Besides the authors and musicians, the artists of Louisville did their share in the entertainment of the conference through an exhibition of their works in the library building, which was enjoyed as a pleasant incident as the busy members of the conference found time to visit the library and enjoy the general hospitality of Mr. Settle and his staff in their beautiful building.

EXHIBITS

(Reprinted from *Library Journal*, August, 1917.)

The official exhibits of the association were particularly interesting and well timed, fitting in with the mood and purposes of the organization. The display of posters under the charge of Joseph L. Wheeler, for the purposes of illustrating possibilities in library publicity, was re-

markable for the logical development of an argument intended to show why libraries advertise.

Commencing with two posters presenting the proposition that libraries advertise, as business organizations do, to increase distribution and to lower the cost of the

same, there followed cards illustrating many methods of general and particular appeal thru the use of most of the mediums known to commercial institutions—the card, the letter, the list, the window, the street car, the newspaper, etc. Other posters pointed out the value and the make-up of good attractive “copy” thru care in the choice of color, type and illustration; still others urged economy that comes from knowledge, proper instruments and coöperation, and finally placards called to the attention the fact that distribution, and there must be distribution, should be timely and well placed. These many posters were in themselves samples of effective card advertising that spoke volumes.

The Model Business Library, loaned thru the courtesy of the Associated Advertising Clubs of the World and in charge of Guy E. Marion, consisted of more than 1,000 volumes, approximately 200 of which were directories, lists and schedules of use in ordinary business administration. These books covered all the departments of business organization that are common to every progressive activity. As a library they were properly listed and indexed with reference to the phases of business with which they deal, whether advertising, insurance or what not. This collection was intended to be a workable list of titles—books which hold between their boards material of value to any active organization.

That business in print is not confined to books from a Model Business Library, but is supplemented and brought up to the minute by the literature of the trade press, was brought out by the juxtaposition of the exhibit of trade journals. This display, arranged by Adelaide R. Hasse, drove home this fact at least: that the periodical literature of business is tremendous in its size and unlimited in its ramifications. No active industry of mankind is there which is not served by timely and valuable printed matter that deals with the facts and ideals of that industry in all parts of the world. Of the grand total

of trade periodicals this exhibit showed about one-half of the leading journals and almost all of the various trades. By comparison with a model business library it showed that the authors of the books of one were often the active workers and writers in the pages of the other. This exhibit was arranged to inspire librarians with the possibilities of service to the industries of their respective communities thru a knowledge of the publications of the trade paper press.

To help in the work of binding and repairing books, there was shown another splendid array of posters which displayed samples of effective binding and the methods by which it is secured; samples of poor binding and its attendant results; the value and purpose of binding and repairing as contrasted with discarding and when the one should be done as opposed to the other; the equipment and materials necessary for ordinary purposes of repair. This array of posters was supplemented and enhanced by a demonstration of actual work in binding and repairing carried out by Gertrude Stiles of the Cleveland Public Library.

“What Tommy Atkins reads” was one of the most interesting of all the exhibits. Books and magazines popular with Tommy Atkins in the trenches, many of them unknown to American readers, were collected and sent to the conference by Theodore W. Koch, chief of the order division of the Library of Congress, who has been in London for several months. The books were sent to this country in six packages (of which five were received), by parcel post. *The Christian Herald* and the *British Y. M. C. A. Weekly* lay beside *Nick Carter's Magazine* and *Punch*. A decidedly English flavor was given by “Blighty, a budget of fun from home.” Then there was a correspondence roll, filled with paper and postcards and envelopes which some boy from London or Whitehill or Dublin used to write back home. Dozens of paper-back novels, sport magazines, and many technical journals rubbed shoulders with Dickens, English translations of Balzac and

de Maupassant, Jack London, a deck of playing cards, a little pocket Bible such as the Y. M. C. A. furnishes the soldiers of the king, and Catholic translations of the Bible, prayer books, catechisms, meditations and guides for a holy life even amidst the temptations of the army. There were also song books, and a group of conversation manuals for those who do not speak French or German. Y. M. C. A. posters made from charcoal drawings and showing various scenes in camp and trench were a part of this exhibit. A detail of Boy Scouts was on hand at all hours to prevent the souvenir craze from depleting the unusual collection.

A number of commercial exhibits were shown on the tenth floor of the Hotel Seelbach. Gaylord Brothers brought to this

exhibit their new publicity aids and their new work table for holding books for labeling purposes. Borden Bookstack Co. displayed a section of the new cantilever construction stack, illustrating an upper story of one and the lower story of another and their constructive relationship. Albert Bonnier displayed a new list of literature and titles of translations from the Scandinavian, and some pieces of Scandinavian art. John R. Anderson supplemented the Model Business Library with a large collection of timely business books, and McDevitt-Wilson brought an interesting little library of business literature. The Library Bureau exhibited a number of their library products and the H. W. Wilson Co. showed their full line of library aids.

POST-CONFERENCE TRAVEL

(Reprinted from Library Journal, August, 1917.)

Owing doubtless to war conditions, the number registered for the proposed post-conference trip across the Alleghanies and down the James river was so small that no official trip was arranged, with the exception of that to the Mammoth Cave. This proved to be, in the estimation of the excursionists, one of the most satisfactory outings the association has had, altho made under difficult conditions, the hotel at the Mammoth Cave having been burned last season. As a consequence, the one hundred and thirty people who left Louisville Wednesday were variously homed in tents and minor buildings, two in a bed and five beds in a tent, with the additional joy of going to the "office" for water for ablutions in the morning. The party was divided into three squads of about forty each and made two excursions into the cave, taking trip number two, which was about three miles, Wednesday evening, and trip number one, which was about five miles, in the morning on Thursday, in time to start back about noon and

reach Louisville for the afternoon train. There were no mishaps and no grumbling, and the party felt abundantly rewarded for any hardships by the sight of the wonderful phenomena, being quite content to refrain from exploring the one hundred and five miles which have been mapped. The costumes were effective if not becoming, and the regulation jests of the guides were appreciated. The party brought back one new by-word "Huddle-up," which preceded the call for silence, as the guide was about to make an announcement or get off a joke. So "huddle-up" will doubtless become a feature of A. L. A. language hereafter.

During the conference, a number visited Lexington by train, and a few Frankfort, the capital of Kentucky, situated by compromise between Louisville and Lexington, between which cities the rivalry for the capital has been an occasion for heart burning. The few who visited Frankfort Wednesday afternoon after the close of the conference were personally received